



LEAD WELL

Your Innovation Framework

Lead Well Podcast Episode 10 – Natalie Born

- 1) **As leaders, we most naturally operate in *transformative* innovation—a place of incremental change where we’re thinking about how to approach our day-to-day responsibilities in small yet innovative ways.**
 - What two specific areas of your professional or personal life can benefit from transformative innovation, instituting small, incremental changes?
- 2) **Your value statement or “elevator pitch” is a key step in the validation phase of any innovation, one that allows you to identify the value your idea will add to your customer’s life.**
 - Before creating a value statement for a current idea or project, practice creating one for those you lead! How do your leadership gifts support and enrich the lives of those you currently lead? In what ways would they say you add value to their lives?
- 3) **Studies show that decisions are made 15% faster when plans or ideas are accompanied by a visual element.**
 - As a leader, what is your first reaction to this fact?
 - As you think back on past presentations, one-on-one exchanges, or personal interactions, what responses did you receive when presenting or sharing information with and without visual aids?
 - As you think of the spaces you influence, what two to three projects (i.e. family trip, work assignment, etc.) could use the boost of a graphic, chart or visual to get others on board?
- 4) **Innovation is no longer about brilliant individuals but about brilliant teams.**
 - As you navigate the discovery and validation phases, what are the advantages of building a team as recommended in these phases? What are the costs of going it alone?

Take Action: Downloadable Resources Provided

Our guest, innovation strategist Natalie Born, has provided a helpful tool that **defines the three types of innovation along with a detailed innovation framework that will help you navigate from idea to deployment.**

Start by identifying what type of innovation you’re currently in or would like to embark on, then follow the roadmap, embracing your individual journey of innovation!